

# IMPROVED PACK DESIGN AND FORMAT

DELIVERING IMPROVED SHELF APPEARANCE AND PACKAGING PERFORMANCE



## SPECIFIC

Superior nutrition from the veterinary experts

## PACKAGING DESIGN

- Cleaner and more modern design
- Updated SPECIFIC™ logo
- Improved owner focus whilst retaining a veterinary feel
- **Differentiated designs for everyday and special care**
- Retains the important and **recognisable colour coding by diet type**
- Ingredients declared by name rather than category for improved owner understanding



## PACKAGING FORMAT

- **Improved seal quality** improving **product quality** and reducing risk of product failure
- Laser cut for easy opening
- **'Sensi grip' reseal** – the best reseal system on the market
- **Flat bottom offering greater stability and improved shelf appearance**



- **Wet tray carton can now be converted into a shelf-ready display** allowing the sale of singles
- **Introduction of a 3 x 2 kg box allowing owners to make a large pack purchase** but with the longer freshness of smaller bags

## WE HAVE MADE A NUMBER OF CHANGES TO OUR PACKAGING DECLARATIONS

### Declaration of ingredients by ingredient name providing:

- **Clearer labelling** giving more **detailed information** to the owner
- **Provides a more positive impression to owners** - terms like 'meat and animal derivatives' often have a negative association for owners
- **Metabolisable energy density of diet** declared on packaging for all diets and **energy density is now calculated with the new standardised CEN method**

